

## REMARKS/ARGUMENTS

### Status of the Claims

- Amendments Offered by Applicants in the reply filed October 21, 2003 were not entered by the Examiner.
- Claims 1-49 are pending in the Application after entry of this amendment.
- Claims 1-49 were finally rejected by the Examiner in an Office Action dated August 21, 2003.
- Claims 1 and 32 are amended by Applicants.

### Claim Amendments

Claims 1 and 32 have been amended to correct typographic errors.

### Additional Argument

The Advisory Action dated November 11, 2003 appears to address the substance of Applicants' arguments presented in the Office Action response dated October 21, 2003, but the Examiner has indicated that the amendments contained therein will not be entered. Rather than present the same arguments as set forth in the prior response, Applicants wish to incorporate those arguments by reference and offer the following new remarks to address the Examiner's continued rejection of the pending claims.

In the Advisory Action dated November 11, 2003, the Examiner relies on his "Response to Argument" in the final rejection of paper No. 7, August 21, 2003. On page 11 of that paper, the Examiner states:

Examiner's response [is] that Call does indeed teach a *shared sale server* see Column 3, lines 52-67, also see Call Column 10, lines 2-22, where Call shows a plurality of manufacturers *being able to access and share information with each other*. Call clearly speaks of manufacturer and products being stored on Internet servers to be *accessible by all* via XML standard in column 2, lines 8-29,

wherein "database of specification" reads on "*cross referencing database*"  
(Emphasis Added)

The Applicant believes that the Examiner's discussion above highlights the misunderstandings that the Examiner retains concerning the present invention. In the above statement by the Examiner, there are at least four misconceptions.

First, the Applicants agree that Call teaches a *shared sales server*. ( See Call, Figure 6, reference designator 430.) However, a *shared sales server* is not part of independent Claims 1, 16 or 32 of the present Application. Claim 1 of the present Application recites:

*not claimed*

A method comprising:

- (a) hosting, on a server, a database of specification data of products of a plurality of different manufacturers, the product specification data in the database being arranged in a predefined product class;
- (b) defining, for each product class, a schema for the entry of specification data of products in the product class;
- (c) providing an interface for use by product manufacturers for entry of new product specification data into the database and for modifying existing product specification data in the database, the interface requiring each manufacturer to use a same schema when entering or modifying product specification data in a particular product class; and
- (d) in exchange for remuneration from a given manufacturer, providing that manufacturer with access to the interface and to its respective product specification data in the database for use outside of the database.

Applicants respectfully ask the Examiner to note that there is no shared sales server in independent Claim 1. Claims 16 and 32 are similarly without a sales server. The invention includes a database of specification data, hosted on a server which controls access to a database of manufacturer's product data. The server hosting the product database is not a sales server. Referring to Figure 1 of the current Application, accessibility to the manufacturers product database 120 is limited to manufacturers 105a-c, via an access control

interface 130. The hosting entity server 110 is not a shared sales server with links to sales orders as in Figure 6 item 430 of Call.

Second, Applicant agrees with the Examiner that Call shows a plurality of manufacturers *being able to access and share information with each other*. However, manufacturers *being able to access and share information with each other* is not part of independent Claims 1, 16 or 32 of the present Application. Claim 1 specifically recites that the access to the server hosting the database may be given to the manufacturer concerning only its own respective product specification data in the database, not the data of other manufacturers. Additionally, this access is granted only after a remuneration from the manufacturer.

Third, Applicant agrees with the Examiner that Call clearly speaks of manufacturer products being stored on Internet servers to be *accessible by all* via the XML standard. However, accessibility by all manufacturers of the product specification data is not a part of the independent Claims 1, 16, or 32 of the present Application. Independent Claim 1 recites that the interface requires each manufacturer to use the same schema when entering or modifying product specification data in a particular product class, but does not grant access to all manufacturers to all product specification data stored on the database.

Fourth, the Examiner states that in Call, column 2 lines 8-29, the terms “cross referencing database” read on the “database of specification” in the claims of the present Application. The Applicants disagree. Call, at column 2, lines 22-26, recites:

When the web browser operated by the shopper activates a link, a request message containing at least a portion of the universal product code is sent via the Internet connection to a cross-referencing database, preferably maintained by the Internet Domain Name Service, which returns the Internet address of the

particular manufacturer's server which then makes the desired product information available.

The present invention is not operated by a shopper, and there is no shopper activated link to operate, there is no universal product code needed in the invention, thus there is no need for a cross-referencing database maintained by an Internet DNS, and there is no Internet address returned to anyone that designates a particular manufacturer's server to obtain product information.

One purpose of the present invention is to relieve the manufacturer of the need to have a server for his product specification data. It is one aspect of the invention that a service provider maintain a server that contains the manufacturer's product database (see Figure 1 of the present Application) such that the manufacturer need not do so. Call, in column 2, teaches away from this aspect by stating that the manufacturers have a particular server containing product information. The present Application teaches otherwise; manufacturers need not have their own servers. Independent Claims 1, 16, and 32 do not recite that manufacturers have their own servers hosting product specification data.

The Examiner states that Call does indeed teach XML as a schema standard. Applicants agree. However, Call does not disclose a method of hosting a database of specification data for a plurality of different manufacturers in accordance with predefined classes where a schema serves as a required interface for the entry or modification of product specification data into the database, where remuneration from a manufacturer is required for access to the database for external use, and where the different manufactures can access only their own data, as recited in independent Claims 1, 16 and 32 of the present Application.

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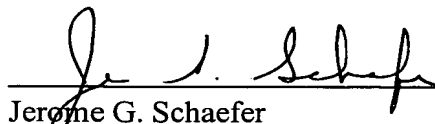
**Office Action Dated:** 8/21/2003

**PATENT**

**Conclusion**

Applicants respectfully request continued reexamination of the subject Application in light of the remarks presented above, and a Notice of Allowance for all pending claims is earnestly solicited.

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